

## FCC 388

### DTV Quarterly Activity Station Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

#### Station Call Sign(s)

WILX

#### Report reflects information for quarter ending (mm/dd/yy)

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Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)
 ☒ Option Two (B and D)
 ☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes
 ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes
 ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign  WILX	Channel Numbers Analog <u>10</u> <input checked="" type="checkbox"/> Digital <u>57</u> <input checked="" type="checkbox"/>	Community of License									
		City	State	County	Zip Code						
		Onondaga	MI	Ingham	48911						
Licensee											
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA  112	World Wide Web Home Page Address  www.wilx.com								
Facility ID Number  6863	Previous Call Sign (if applicable)  NA	License Renewal Expiration Date (mm/dd/yy) <table border="1"> <tr> <td>1</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> <td>5</td> </tr> </table>				1	0	0	1	0	5
1	0	0	1	0	5						

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition- related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

61

Total 5:00 a.m. to 1:00 a.m. CSTs

38

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

8

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

20

Total 6:00 p.m. to 11:35 p.m. CSTs

12

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

NA

Total 5:00 p.m. to 10:35 p.m. CSTs

NA

Comments (add additional sheets where necessary):

See Attachment labeled "A"

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives - Last Quarter** Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

See attachment labeled "B"

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

See attachment labeled "C"

**Additional DTV Outreach Efforts -- Last Quarter** Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

See attachment labeled "D"

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

Comments (add additional sheets where necessary):

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

See attachment labeled "E"

**WILX TV**  
**LANSING, MICHIGAN**  
FCC 388 Period Ending March 31, 2008

ATTACHMENT "A"

**WILX** began airing the DTV PSA's in late December of 2007 at first notice that the **WILX** began airing CST's on March 17, 2008 and aired through March 31, 2008. **WILX** will now begin airing the FCC regulated amount for each quarter until April 2009.

ATTACHMENT "B"

**WILX** has a morning newscast from 5A-7A-Monday thru Friday and Weekends 7A-8A. We also have a 5P, 6P, 11P newscast Monday-Friday and 6P and 11P Weekends. **WILX** local anchors at various times during these news casts, give mention, informing viewers of where they can get discount or free coupons for the converter boxes and additional information on what will happen when the conversion takes place on Feb 17, 2009. **WILX-TV** Newscasts also sends viewers to [www.wilx.com](http://www.wilx.com) for additional information.

ATTACHMENT "C"

**WILX** website has a link on the homepage in very visible sight that will take viewers to a question and answer page. The page also has the countdown to Feb 17, 2009 on it.

ATTACHMENT "D"

Mike King, General Manager of **WILX** attended an informational meeting at the Tri County Office on Aging in Lansing, Michigan. The meeting took place on March 5, 2008 and lasted approximately one hour.

ATTACHMENT "E"

Discount coupons for converter boxes along with informational packets are in our main lobby for all of our incoming visitors.

Our receptionist desk is equipped with 800 phone numbers, packets and a question and answer sheet for any viewers calling in requesting information.

**WILX** also aired more than 900 :30 PSA's on our Weather Source local station.

During the previous quarter, the station aired a mix of transition-related PSA's and CST's produced by the National Association of Broadcasters, Michigan Association of Broadcasters, the NBC Network and the station itself.

### 30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

WILX will air a 30 minute DTV Educational Informational program at a future date prior to February 17, 2009.

**100 -Day Countdown Eligible Pieces - Last Quarter** Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*


0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

WILX will begin participating in the "Countdown to DTV on November 10, 2008. WILX website has already started with countdown.

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  <i>MICHAEL J KING</i>	Typed or Printed Title of Person Signing
Signature 	Date <i>4-10-08</i>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**